R.J. Reynolds

Tobacco Co.

James McLean
Account Manager
411 Colonial Drive
Endwell, NY 13760
(607) 786-5074
(607) 786-5075
(800) 757-8255 ext. 78874

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TO: All Retail Reps and Retail Managers With Quickway Accountabilities
(CN ID 4249-00-00)

RE: 2nd Qtr Business Analysis.

Ladies & Gentlemen,

I thought you would be interested in how Quickway is performing against our region objectives. I am very pleased with Quickway's results at the half way point of the year. RJR SOM has shown a slight increase and continues to grow. Doral has exceeded expectations with the increase it has shown. Camel has achieved good results and I fully expect to exceed region goals by the end of the year. Winston showed SOM declines through the first half of the year. I am certain with all of our hard work on the Winston re-launch, Winston will make a great come back in the second half of the year.

The positive momentum that these numbers are showing are a result of all your diligent efforts. Thank you for the fine job that you all do implementing RJR programs within this chain.

		Base YTD '96	YTD '97	97 Region Objective	97 Chain Objective	YTD vs. Objective
Total RJR SOM		20.15%	20.39%			
RJR FP SOM		14.78%	15.00%	Maintain	14.78%	0.22%
Camel (x-Reg) SOM		6.68%	7.24%	0.60%	7.28%	-0.04%
Total Winston SOM		4.76%	4.45%			
Salem SOM		2.10%	2.03%			
RJR SOSC		20.30%	21.00%			
Doral SOSC		17.13%	20.29%	1.73%	18.86%	1.43%
Monarch SOSC		2.01%	0.00%			
RJR P/L SOSC		0.0%	0.00%			

Sincerely,

Jim

J. McLean
#1645 / AM

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Source: https://www.industrydocuments.ucsf.edu/docs/gtbn0000